

## **REMARKS**

Claims 15-19, 22-30 and 33-36 are currently pending, among which claims 15 and 26 are independent claims.

### **Claim Rejections under 35 U.S.C. 103**

Claims 15-19, 22-30 and 33-36 were rejected under 35 U.S.C. 103(a) as being unpatentable over Ward et al (US Patent Publication No. 2007/0186240) in view of Harada et al (US Patent No. 5,721,583) and Waki et al (US Patent No. 7,194,758). Applicants respectfully submit that the subject matter recited in claims is not obvious over the cited references.

In Ward, the EPG requests that the viewer provide certain profile information [288]. The request by the EPG is spontaneous and made without any trigger. If the viewer declines to provide the information, the EPG will monitor the viewer to collect the information from the activities of the viewer [288].

In the present invention, a request for attribute information is made on the conditions that (1) an instruction is received, and (2) the user attributes are not found in the memory. Applicants would call the Examiner's attention to the following claim limitations recited in claim 15 (claim 26 recites similar limitations):

"an attribute locator responsive to the instruction from the mobile telephone to search the memory for user attributes of the instructing user, using the identification of the instructing user contained in the instruction;" and

"a user attribute requester responsive to a failure by the attribute locator to find the user attributes of the instructing user in the memory to request to the mobile telephone the user attributes of the instructing user stored in the mobile telephone and register the user attributes of the instructing user received from the mobile telephone in the memory in relation to the identification of the instructing user."

In Ward, the EPG makes a request for profile information without any trigger. The request is made spontaneously. Therefore, Ward is necessarily silent about the above claim limitations.

Harada discloses a remote control apparatus which has a non-volatile data storage section 2305 for storing attributes of the remote control apparatus (col. 17, lines 27-40). Polling request data are sent from the center apparatus to the terminal apparatus 2200 along with a personal attribute information list. The polling request data are displayed on the display apparatus 2400 (col. 18, lines 37-54). The personal attribute information list is transmitted from the terminal apparatus to each remote control apparatus 2300 (col. 18, lines 63-65). The remote control apparatus 2300 generates polling response data which are personal attribute information items extracted from the personal attribute information memory section 2306 (col. 18, line 66 through col. 19, line 11). The polling response data are collected and analyzed at the center apparatus (col. 20, lines 8-16).

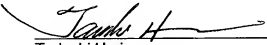
As shown in Fig. 8, the polling response data are survey data, and the polling request data are survey request data. Like the request from the EPG of Ward, the polling request data of Harada are sent spontaneously without any trigger to the remote control apparatus. Therefore, Applicants believe that Harada, like Ward, is silent about the above claim limitations.

Waki is also silent about the above claim limitations.

Therefore, Applicants respectfully submit that the claimed invention is neither anticipated by nor would have been obvious in view of Ward, Harada and Waki, individually or in combination. Accordingly, withdrawal of this ground of rejection is respectfully requested.

Respectfully submitted,

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